

## ENABLING CALLER CONTROLLED HOLD QUEUE POSITION ADJUSTMENT

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A method, system, and program for allowing callers to adjust in position within a call hold queue are provided. An advancement token earned by a caller is detected at a calling queue. The position of the caller within the calling queue is adjusted, in response to redemption of the advancement token, such that the caller is allowed control over the position within the calling queue by earning advancement tokens. In particular, a caller may earn advancement tokens by participation in competitions or surveys or by redemption of membership points.

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